

**Kellyanne Elizabeth Conway**  
**President and Chief Executive Officer**  
**the polling company, inc.**

Kellyanne Elizabeth Conway is CEO and President of the polling company, inc., a privately-held, woman-owned corporation founded in 1995. The firm is headquartered in Washington, DC and maintains an office in New York City. Mrs. Conway is one of the most quoted and noted pollsters on the national scene.

Among her accomplishments, she was recognized as the most accurate predictor of the 2004 elections and received The Washington Post's "Crystal Ball" award and is co-author of *WHAT WOMEN REALLY WANT: How American Women are Quietly Erasing Political, Racial, Class, and Religious Lines to Change the Way We Live*. The book has met with critical acclaim for its ability to distill complex data into memorable message points, acronyms, and phrases.

Throughout her 20-year qualitative and quantitative research career, Kellyanne has provided primary research and advice for clients in 46 of the 50 states and has directed hundreds of demographic and attitudinal survey projects for statewide and congressional political races, trade associations, and Fortune 100 companies. A professionally trained moderator, Kellyanne has personally directed more than 300 focus groups and other qualitative discussions. Clients have included Lifetime Television, The Heritage Foundation, Major League Baseball, The Federalist Society, Coalition of Community Pharmacists Association, the U.S. Office of Personnel Management, Mass Connections, American Express, ABC News, and the U.S. Department of Labor.

A "fully-recovered" attorney, Kellyanne is admitted to practice law in Maryland, New Jersey, Pennsylvania, and the District of Columbia. She has practiced law, clerked for a judge in Washington, DC, and for four years, was an adjunct professor at George Washington University Law Center. Kellyanne is a magna cum laude graduate of Trinity College, Washington, DC, where she earned a B.A. in Political Science, studied at Oxford University, and was elected to Phi Beta Kappa. She holds a law degree, with honors, from George Washington University Law Center.

Kellyanne has provided commentary on over 1,000 television shows on ABC, CBS, NBC, PBS, CNN, CNBC, MSNBC, HBO, Comedy Central, MTV, and the Fox News Channel, and countless radio shows and print stories. Kellyanne has been profiled in over a dozen magazines, newspapers, and television programs. Her polling data and op-eds have been published by The Wall Street Journal, The Washington Post, The New York Times, The New York Post, The Washington Times, USA Today, National Review, Human Events, Investors' Business Daily, and Campaigns and Elections.

She is the Editor and Publisher of *WomanTrends*, a quarterly publication that provides the latest news on a multitude of current and prospective lifestyle, financial, health, ethnic, work, entertainment, green, technological, and generational trends, which are influencing and influenced by consumer attitudes and behaviors. WomanTrend, a

division of the polling company, inc., analyzes over 50 national and international publications and compiles the findings into *WomanTrends*.

She is a board member of the National Journalism Center, the National Women's History Museum, and Men Against Breast Cancer, and a past member of the University of San Francisco School of Business Advisory Council. Mrs. Conway retains memberships in the American Association of Public Opinion Research and the Qualitative Research Consultants Association.

Kellyanne (formerly "Fitzpatrick") is a native of South Jersey. She is married to George T. Conway III and they have three children.